

## **GOAL: BROADENING CITIZEN INVOLVEMENT**

**A. To increase community participation in city activities of groups that have not traditionally been involved.** Increasing the participation in city activities of groups that have not traditionally participated. Includes contracting with community organizer to bring information on city services to the homes of those who do not usually participate in city activities, holding open houses for members of groups that have not traditionally participated in city activities, and providing information and access to services in languages other than English.

### **Objectives That Have Been Incorporated Into Departmental Missions Or That Will Be On Workplans During FY04**

**Implementation Status: Significant progress has been accomplished in the Broadening Citizen Involvement Goal.**

- **The new Communications Office (BI-15) has been established and is staffed and has been working on a communications plan incorporating many desired outreach and technology initiatives.**
- **The funds for the Community and Neighborhood Organizer (BI-3) were directed into the Capacity Building effort (AH-10), with Council consent.**
- **Unfortunately, the highly popular English as a Second Language Program (BI-6) has been put on hold at the instructor's request. She is waiting until the Community Center construction is completed and then plans to resume the program.**
- **A Request for Proposals will be issued soon to undertake the Citizens Survey (BI-16), which will require Council approval. It will be desirable to have the Citizens Survey include a pre-test of the City's Community Policing effort.**

<b>Objective BI-3</b>	<b>Hire Community and Neighborhood Organizer</b>
<b>Staff Responsible</b>	Ivy Thompson
<b>Has Objective Become Part of Department Mission?</b>	Yes. Progressive Maryland provided community organizing and outreach support through February 2003. Current program under evaluation with several options under consideration for implementation. Discussions are taking place with Casa de Maryland regarding community outreach to Spanish speaking residents for remaining part of FY03.
<b>If Not, What is Timeline of Project?</b>	This project is ongoing and will be restructured to help accomplish goals associated with broadening citizen involvement and affordable housing.

<b>% of Project Accomplished</b>	Ongoing
<b>Cost of Project To Date</b>	\$40,000 had been allotted per year; 520 staff hours annually
<b>Cost to Complete Project</b>	\$10,000 for this portion of the community organizing work. This is an ongoing outreach effort.
<b>Source of Funds</b>	City General Funds and CDBG Funds
<b>Comments</b>	Please see new initiatives proposed for FY04 as described in Affordable Housing/Code Enforcement, especially Objective AH-10, Capacity Building for Tenant and Neighborhood Associations, which has an additional \$20,000 allocated for community organizing work.

<b>Objective BI-4</b>	<b>Increase efforts of disseminating city information and opportunities in additional languages other than English via cable, web, and newsletter.</b>
<b>Staff Responsible</b>	Lonni Moffet
<b>Has Objective Become Part of Department Mission?</b>	No, is to be investigated.
<b>If Not, What is Timeline of Project?</b>	To be determined as part of Centralized Communications Plan.
<b>% of Project Accomplished</b>	Some language translation (usually into Spanish) has been done in some departments, but systematic approach to translation into other languages has not been developed. The Web page has machine translation available, the Newsletter has one or two articles in Spanish, Cable has some bulletin boards in Spanish, and some segments on the Cable program Snapshots are in Spanish.
<b>Cost of Project To Date</b>	\$2,000-3,000. Cost of all efforts to date are unknown because some of the costs have been incorporated into departmental budgets. The translating contractor costs are \$165/1000 words.
<b>Cost to Complete Project</b>	\$2,000 - \$3,000 annually, but is to come from \$20,000 related to new communications efforts (see BI-15).

<b>Source of Funds</b>	City General Funds
<b>Comments</b>	

<b>Objective BI-5</b>	<b>Library initiatives addressing needs of non-English speaking population through material acquisition and public programs</b>
<b>Staff Responsible</b>	Ellen Arnold Robbins, Jillian Hershberger
<b>Has Objective Become Part of Department Mission?</b>	Yes - integrated as on-going evolving programs.
<b>If Not, What is Timeline of Project?</b>	On-going
<b>% of Project Accomplished</b>	This is a continuing project.
<b>Cost of Project To Date</b>	Absorbed in currently budgeted staff hours, book and processing costs, with some occasional supplementary funds from FTPML for performers and bi-lingual children's books.
<b>Cost to Complete Project</b>	See above
<b>Source of Funds</b>	Library budget and FTPML
<b>Comments</b>	Includes Spanish programs for children (scheduled for April of FY03) and children's books that are bi-lingual or in languages other than English, periodicals for adults in Spanish and French, and world music from Africa and South America. Spanish books for adults to be explored/purchased in FY04.

<b>Objective BI-6</b>	<b>English as a second language program</b>
<b>Staff Responsible</b>	Ellen Arnold Robbins
<b>Has Objective Become Part of Department Mission?</b>	Yes.
<b>If Not, What is Timeline of Project?</b>	

<b>% of Project Accomplished</b>	On-going since Fall 2002 in Library. Currently in second series.
<b>Cost of Project To Date</b>	10 hours or less of City staff time annually. Carol Sweig volunteers her time and FTPML donates support materials.
<b>Cost to Complete Project</b>	10 hours or less of City staff time annually.
<b>Source of Funds</b>	Volunteer time and Friends of the Takoma Park Maryland Library
<b>Comments</b>	This has evolved as a collaborative effort between the Library (which volunteers space and helps with registration and publicity) and the ESL instructor Carol Sweig, with support from FTPML. (Note: This objective was originally to be a program with CUC, but they did not receive the anticipated grant.)

<b>Objective BI-7</b>	<b>Film Festival</b>
<b>Staff Responsible</b>	Library (Robbins, Hershberger) in conjunction with CUC and others.
<b>Has Objective Become Part of Department Mission?</b>	This is being explored. It may be in the future.
<b>If Not, What is Timeline of Project?</b>	First festival was completed in November 2002
<b>% of Project Accomplished</b>	See above.
<b>Cost of Project To Date</b>	\$2000 estimated cost-shared by Library and CUC - includes costs of equipment rental, publicity and reception. 80 hours of City staff time
<b>Cost to Complete Project</b>	\$1000 City funds and 80 hours of City staff time annually
<b>Source of Funds</b>	Library budget, CUC, donations from FTPML and individuals
<b>Comments</b>	Many individuals shared the burden of this very ambitious and labor-intensive undertaking, and a collaborative decision needs to be made regarding continuation of this event. Discussion is planned.

### Proposed New Objectives for FY04

<b>Objective BI-8</b>	<b>Community Leadership Scholarship Program</b>
<b>Staff Responsible</b>	Ivy Thompson
<b>What is Timeline of Project?</b>	FY04
<b>Cost of Project</b>	Estimated \$2,000 per participant - Maximum of \$4,000
<b>Source of Funds</b>	City General Funds
<b>Comments</b>	Proposal provides for City sponsorship of one or two residents to participate in the community leadership program offered by Impact Silver Spring. Impact Silver Spring is a local non-profit organization whose goal is to ensure that “every corner of our population is equipped with the ability to operate effectively – in government, workplace and neighborhood – across lines of culture, ethnicity, and income.” Participants would be encouraged to become more actively involved in the community through one of the Council’s committees and taskforces or one of the local neighborhood associations, etc.

**B. Develop a centralized communications approach which will coordinate use of existing communication resources and developing technologies to enhance all City interactions.**

### Objectives That Have Been Incorporated Into Departmental Missions Or That Will Be On Workplans During FY04

<b>Objective BI-9</b>	<b>Implement machine translation of web pages into different languages.</b>
<b>Staff Responsible</b>	Lonni Moffet
<b>Has Objective Become Part of Department Mission?</b>	Yes - will be on-going as a City effort.
<b>If Not, What is Timeline of Project?</b>	
<b>% of Project Accomplished</b>	Completed and on-going
<b>Cost of Project To Date</b>	\$1000 per year for subscription ( negligible staff time)

<b>Cost to Complete Project</b>	\$1000 / year; to come from \$20,000 for new communications efforts (see BI-15)
<b>Source of Funds</b>	City General Funds.
<b>Comments</b>	Provides information access for non-English speaking population.

<b>Objective BI-10</b>	<b>Investigate and pursue alternative ways of transmitting information on Cable and/or web.</b>
<b>Staff Responsible</b>	Lonni Moffet
<b>Has Objective Become Part of Department Mission?</b>	No; components of Centralized Communications Plan to be determined.
<b>If Not, What is Timeline of Project?</b>	New bulletin board software and hardware equipment and with digital server and playback enhancements are being identified and priced along with costs for installation. Plan is to have all equipment purchased this FY.
<b>% of Project Accomplished</b>	Research, engineering review, planning and preparation are completed.
<b>Cost of Project To Date</b>	No City funds; approx. \$ 2500 in County funds; 60 hours of City staff time. Engineering review to assure compatibility was subsidized by PEG Network (County funds).
<b>Cost to Complete Project</b>	Equipment and software are estimated at \$12,000; seeking costs for engineering/installation at this time (est. \$ 5,000 to \$ 8,000).
<b>Source of Funds</b>	Cable Capital Equipment Fund; some engineering assistance funds may be available through PEG Network (request to be made)
<b>Comments</b>	Other technological improvements are still under investigation (i.e., web streaming of cable channel). Web improvements addressed under separate item.

<b>Objective BI-11</b>	<b>Establish City sponsored e-mail/announcement list serve providers.</b>
<b>Staff Responsible</b>	Lonni Moffet

<b>Has Objective Become Part of Department Mission?</b>	Not yet; likely to be included in Centralized Communications Plan.
<b>If Not, What is Timeline of Project?</b>	To be determined as part of Centralized Communications Plan.
<b>% of Project Accomplished</b>	R. Brown has researched costs of announcement lists.
<b>Cost of Project To Date</b>	10 hours of staff time
<b>Cost to Complete Project</b>	Approx. \$100-set-up; \$100/yr. Depending on scope of list serve, staff time to be from 50 to 250 hours per year. Funds to come from \$20,000 for new communications efforts (see BI-15).
<b>Source of Funds</b>	City General Funds
<b>Comments</b>	Not difficult to set up, but unresolved issues are operational - who will do it and how will it be run and who will be responsible on a continuing basis. This project will be implemented FY04 as part of Centralized Communication project.

<b>Objective BI-12</b>	<b>Each department/team leader will identify a Communications Liaison who will coordinate the flow of information to Cable and the City's website on a monthly basis.</b>
<b>Staff Responsible</b>	Lonni Moffet
<b>Has Objective Become Part of Department Mission?</b>	Not yet. Likely to be included in Centralized Communications Plan.
<b>If Not, What is Timeline of Project?</b>	Communications Liaisons will be identified by the end of FY03
<b>% of Project Accomplished</b>	50%
<b>Cost of Project To Date</b>	40 hours of staff time in TechPIT (technology team) meetings so far
<b>Cost to Complete Project</b>	150 hours of staff time, annually
<b>Source of Funds</b>	City General Funds

<b>Comments</b>	Will be incorporated into Centralized Communication Plan. Time spent on this project is part of larger TechPIT meetings with all departments for website overhaul.
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<b>Objective BI-13</b>	<b>Evaluate most effective way to update and manage the City's webpage to ensure it presents the City in best and most user-friendly way as technology, needs and issues change.</b>
<b>Staff Responsible</b>	Lonni Moffet in conjunction with TechPIT (staff technology team)
<b>Has Objective Become Part of Department Mission?</b>	No. Components of Centralized Communications Plan to be determined.
<b>If Not, What is Timeline of Project?</b>	Team is developing recommendations for probable implementation in FY04
<b>% of Project Accomplished</b>	10%
<b>Cost of Project To Date</b>	40 hours of staff time
<b>Cost to Complete Project</b>	To be determined. Rebuilding of Web page could cost \$10,000 with an outside vendor; regular maintenance may be done by staff with some outside assistance. Funds to come from \$20,000 for new communications efforts (see BI-15).
<b>Source of Funds</b>	City General Funds
<b>Comments</b>	This objective includes ensuring that adequate server space is available to meet needs (previously a separate objective).

<b>Objective BI-14</b>	<b>Investigate and implement the posting of Council agenda items on the web via e-mail and the server.</b>
<b>Staff Responsible</b>	Lonni Moffet, Cathy Waters
<b>Has Objective Become Part of Department Mission?</b>	No. Components of the Centralized Communications Plan to be determined. Posting of Council agendas has become part of the department mission, however, and will continue.
<b>If Not, What is Timeline of Project?</b>	To be determined; next step is to post agenda item blue (cover) page.



<b>% of Project Accomplished</b>	Council Agendas are on the web and are distributed to an email list weekly by City Clerk's office
<b>Cost of Project To Date</b>	Staff time to set up and to post full agenda packets has not yet been estimated. Once set up, will likely require approx. 25 hours of staff time annually.
<b>Cost to Complete Project</b>	To be determined. Funds to come from \$20,000 for new communications efforts (see BI-15).
<b>Source of Funds</b>	To be determined.
<b>Comments</b>	Web page overhaul project will address this; operational issues exist regarding availability of all packet items electronically; these issues are being worked out.

#### **Proposed New Objectives for FY04**

<b>Objective BI-15</b>	<b>Create a Communications Office to oversee and coordinate internal and external communications of the City.</b>
<b>Staff Responsible</b>	Rick Finn, Lonni Moffet
<b>What is Timeline of Project?</b>	To be implemented July 1, 2003.
<b>Cost of Project</b>	\$60,000 in reallocated staff funds and \$20,000 for Web site improvements and preparation and initial implementation of a Centralized Communications Plan.
<b>Source of Funds</b>	City General Funds and reallocation of funds from other City departments/offices
<b>Comments</b>	The communications office would have oversight of cable, Newsletter and Webpages and proposed City e-mail announcement list. Additional areas will include city presentations in all forms (including translations): flyers, memos, brochures, etc. First year activities will be planning and set up, incorporating many of the tasks identified in the existing objectives (above). Internal communications and technology use will be part of this project.

<b>Objective BI-16</b>	<b>Undertake a citizen survey to gauge level of citizen satisfaction with community and City services.</b>
<b>Staff Responsible</b>	Suzanne Ludlow

<b>What is Timeline of Project?</b>	Currently investigating survey options, methods of reaching various segments of community. Goal is to do survey in January 2004.
<b>Cost of Project</b>	Depends on survey method and options chosen. Cost of ICMA's National Citizen Survey is about \$10,000. Staff time estimated to be 50 hours.
<b>Source of Funds</b>	City General Funds
<b>Comments</b>	